

## CLAIMS

1. A system for marketing real estate, comprising:

Setting  
a venue [containing potentially interested and qualified real estate buyers,] said

venue being controlled by a venue operator;

5 a data gathering means, [said means permitting said buyers to enter information  
into a data base, [said means being controlled by a supplier of either of  
goods and services to the real estate industry;]

[customer contacts, said contacts resulting from information entered into said  
data gathering means by said buyers; and

10 [an agreement between the venue operator and the supplier of either of goods  
and services to the real estate industry to share revenues resulting from  
either of sales, rentals and services provided based on said data  
gathering.]

15 2. A system for marketing real estate as described in Claim 1 wherein [the information  
entered into the data base comprises the buyer's contact information and real estate  
preference information.] - non-functional descriptive material

20 3. A system for marketing real estate as described in Claim 2 wherein [the buyer's contact  
information comprises name, address, telephone and facsimile numbers, e-mail  
address and times to be reached.] n-f des. material

4. A system for marketing real estate as described in Claim 2 wherein the real estate preference information comprises the buyer's desired location, building size, lot size, number of rooms of a particular specification, climate control features, other building features, lot features and location features.] n-f d, mat.

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5. A system for marketing real estate as described in Claim 1 wherein the venue containing potentially interested and qualified real estate buyers further comprises:

an open house, said open house being a real estate property held open for  
public viewing and offered for either of sale and lease.]

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6. A system for marketing real estate as described in Claim 1 wherein said data gathering means further comprises:

a computer terminal, said terminal including a video screen, input means, non-volatile memory and central processing unit;

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data collection and organizing software running on said computer terminal;  
user-friendly instructions for real estate buyers to enter contact and preference information; and

means for sorting and selecting potential buyers from said input

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information.

7. A system for marketing real estate as described in Claim 6 wherein the data collected at the computer terminal in the venue is relayed to a central location for addition to a

master data base, said master data base providing means to track the origin of real estate contacts resulting from said collected information. ]

8. A system for marketing real estate as described in Claim 1 wherein the information  
5 entered into the database further includes responses to a contest displayed in connection with the data gathering means. ]

9. A system for marketing real estate, comprising:

a venue containing potentially interested and qualified real estate buyers, said  
10 venue being controlled by a venue operator;

a data gathering means, said means permitting said buyers to enter information into a data base, said means being controlled by a promoter; customer contacts, said contacts resulting from information entered into said data gathering means by said buyers; and

15 an agreement between the venue operator and the promoter to share revenues resulting from either of sales, rentals and services provided based on said data gathering.

10. A system for marketing real estate as described in Claim 9 wherein the information  
20 entered into the data base comprises the buyer's contact information and real estate preference information.

11. A system for marketing real estate as described in Claim 10 wherein the buyer's contact information comprises name, address, telephone and facsimile numbers, e-mail address and times to be reached.

5    12. A system for marketing real estate as described in Claim 10 wherein the real estate preference information comprises the buyer's desired location, building size, lot size, number of rooms of a particular specification, climate control features, other building features, lot features and location features.

10    13. A system for marketing real estate as described in Claim 9 wherein the venue containing potentially interested and qualified real estate buyers further comprises: an open house, said open house being a real estate property held open for public viewing and offered for either of sale and lease.

15    14. A system for marketing real estate as described in Claim 9 wherein said data gathering means further comprises:  
a computer terminal, said terminal including a video screen, input means, non-volatile memory and central processing unit;  
data collection and organizing software running on said computer terminal;  
user-friendly instructions for real estate buyers to enter contact and preference information; and  
means for sorting and selecting and potential buyers from said input information.

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15. A system for marketing real estate as described in Claim 14 wherein the data collected at the computer terminal in the venue is relayed to a central location for addition to a master data base, said master data base providing means to track the origin of real estate contacts resulting from said collected information.  
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16. A system for marketing real estate as described in Claim 9 wherein the information entered into the database further includes responses to a contest displayed in connection with the data gathering means.